

VIS Migration & Replacement Project Solution Knowledge Transfer Branding & Styling Basics

for
Washington State
Office of the Secretary of State

Prepared by
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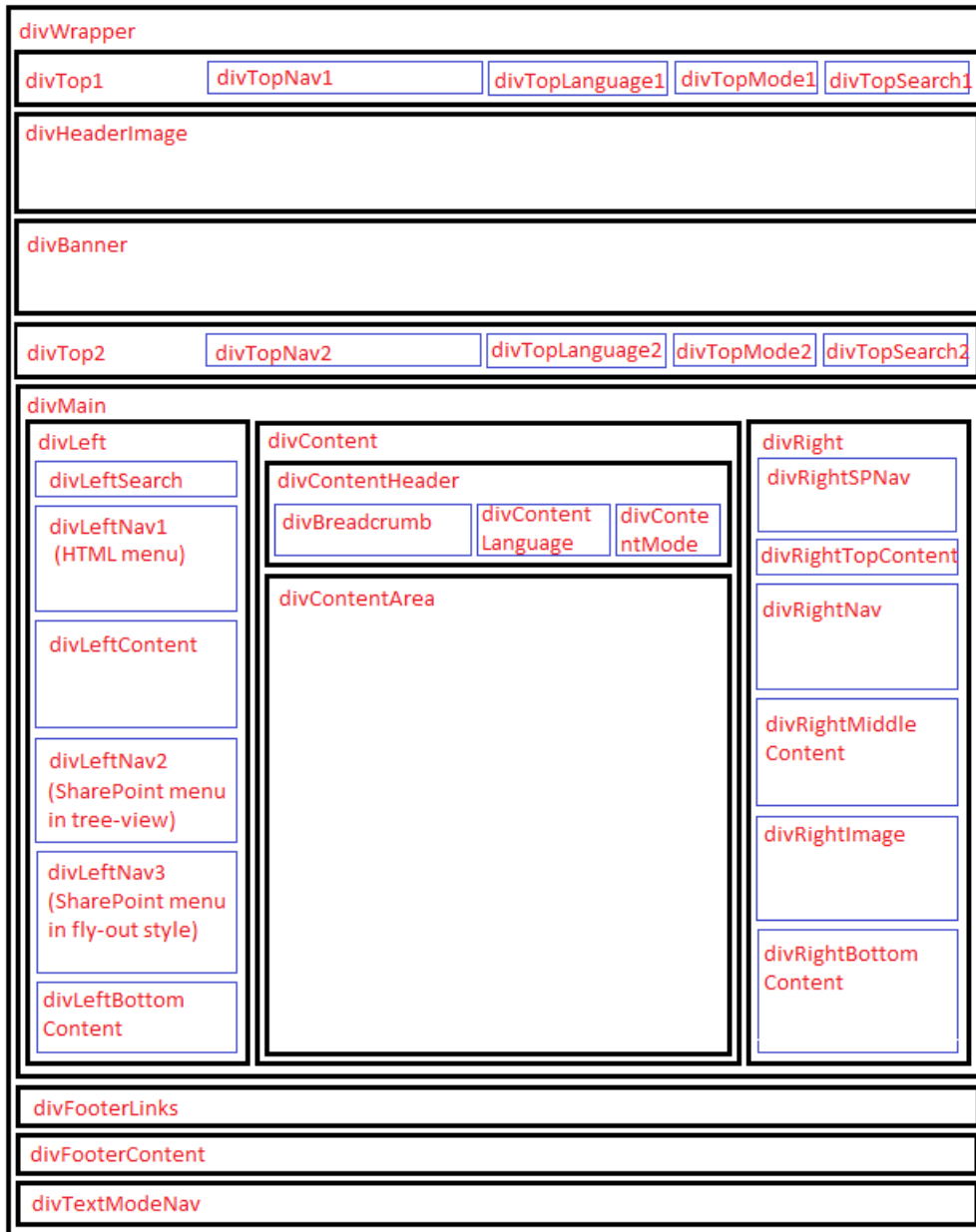
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1 SharePoint MasterPage

A standard MasterPage has been developed for the OSOS . Each county and the OSOS agency sites have been migrated to a single, shared MasterPage. The MasterPage allows for flexibility across counties through branding elements and branding resources that are applied to different areas or “containers” on the page. The following map illustrates the MasterPage containers that are available and configurable on the new SharePoint solution.

body



Each master page container corresponds to a custom Branding Content list item. Branding Content items will be discussed in further detail below.

Master page container	Title of WEI Branding Content list item
divTopNav1	Top Navigation 1
divBanner	Banner
divTopNav2	Top Navigation 2
divLeftNav1	Left Navigation
divLeftContent	Left Content
divLeftBottomContent	Left Bottom Content
divRightTopContent	Right Top Content
divRightNav	Right Navigation
divRightMiddleContent	Right Middle Content
divRightBottomContent	Right Bottom Content
divFooterLinks	Footer Links
divFooterContent	Footer Content

2 SharePoint Branding Elements

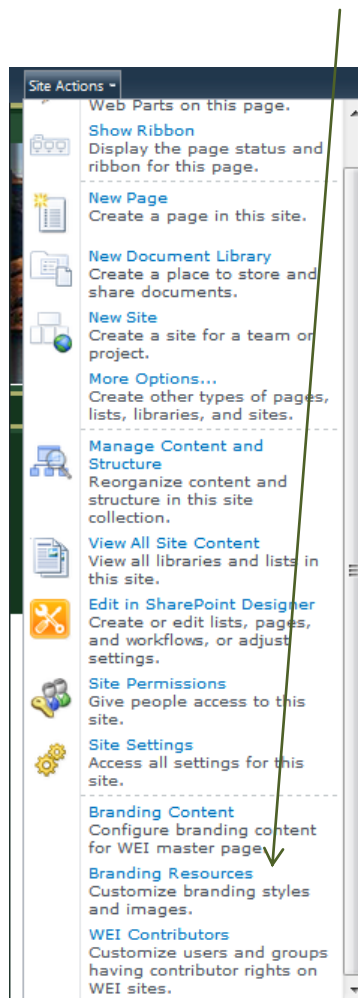
2.1 Graphic & Text Mode CSS

The new solution provides both graphic and text mode CSS for each county and the agency site. It is through updates to the CSS that most styling and branding is accomplished. In order to update CSS is, a CSS editing tool is recommended (EditPlus 3 is one recommendation). Alternatively, CSS may be updated in a text file within the Microsoft Office Notepad application.

2.1.1 Accessing the CSS Files

As a logged on administrator:

1. Navigate to the home page of the site being updated.
2. From the Site Actions drop down menu, select Branding Resources.



3. Open the CSS folder.

Asotin County Auditor > Style Library > WEI > All Documents

Use the style library to store style sheets, such as CSS or XSL files. The style sheets in this gallery can be used by this site or any of its s

Type	Name	Modified	Modified By
Folder	css	3/28/2012 5:31 PM	System Account
Folder	images	3/28/2012 5:31 PM	System Account
Folder	js	3/28/2012 5:31 PM	System Account

[Add document](#)

4. To edit either the graphicmode or textmode css, select the file and from the drop down on the right, select Send To>Download a Copy.

CustomStyle1	3/28/2012 5:31 PM
CustomStyle2	3/28/2012 5:31 PM
CustomStyle3	3/28/2012 5:31 PM
graphicmode	4/16/2012 2:53 AM
textmode.css	4/14/2012 7:12 PM

- View Properties
- Edit Properties
- Check Out
- Unpublish this version
- Version History
- Send To
 - Other Location
 - E-mail a Link
 - Create Document Workspace
 - Download a Copy
- Compliance Details
- Manage Permissions
- Delete

5. Download a copy and save to a safe and easily retrievable location.

2.1.2 Turning Containers Off & On

1. Retrieve the CSS file from its downloaded location and open in the selected CSS text editor. Note that EditPlus3 has been used for the purposes of this documentation but that other CSS editors may be used.
2. Within the CSS file, each container area from the corresponding master page map (above) is available for updating.

```
1  body
2  {
3      font-family: 10pt Georgia;
4      padding-top: 1px;
5      /*background-image: url(../images/bg.png) !important;
6      background-repeat: repeat-x;
7      background-attachment: scroll;*/
8      background-color: rgb(102,0,51);
9  }
10
11 #divWrapper
12 {
13     width: 100%;
14     background-color: #fff;
15 }
16
17 #divHeaderImage
18 {
19     display:block;
20     padding:0px auto;
21     width:100%;
22     Height:243px;
23     background-color: #d2d5d8;
24     /*background-image: url(../images/logo.png);
25     background-repeat: no-repeat;*/
26 }
27
28 #divBanner
29 {
30     display:none;
31     width:100%;
32     height:25px;
33     padding:2px 3px 2px 3px;
34 }
35
```

← Body container area

← #divWrapper container area

← #divHeaderImage container area

← #divBanner container area


3. CSS is hierarchical structure and changes made to the lowest level container area will be applied, but only to that area. Changes made to the top level container area will be reflected across all lower level areas (if not otherwise updated at the lower level).

Top Level Container	Lower Level Containers
divTop1	divTopNav1 divTopLanguage1 divTopMode1 divTopSearch1
divTop2	divTopNav2 divTopLanguage2 divTopMode2 divTopSearch2

divLeft	divLeftSearch divLeftNav1 divLeftContent divLeftNav2 divLeftNav3 divLeftBottomContent
divRight	divRightSPNav divRightTopContent divRightNav divRightMiddleContent divRightImage divRightBottomContent
divContentHeader	divBreadcrumb divContentLanguage divContentMode


4. To turn on a specific content area, set the display value to “block”.

```
#divHeaderImage
{
    display:block;
    padding:0px auto;
    width:100%;
    Height:243px;
    background-color: #d2d5d8;
    /*background-image: url(../images/logo.png);
    background-repeat: no-repeat;*/
```



5. To turn off a specific content area, set the display value to “none”.

```
#divBanner
{
    display:none;
    width:100%;
    height:25px;
    padding:2px 3px 2px 3px;
```



2.1.3 Other Common Styling CSS Updates

1. To set other common styling settings:
 - a. Background color
 - i. Use either hex or rgb to set color
 - ii. **Example**
 1. background-color: #d2d5d8;
 - OR-
 2. background-color: rgb(102,0,51);
 - b. Padding
 - i. Sets “white space” or area around text or image in the container
 - ii. Use pixels
 - iii. Order is set as top, right, bottom, left

- iv. **Example**
 - 1. padding: 13px 10px 2px 5px;
- c. Height
 - i. Sets a specific container height
 - ii. Use pixels
 - iii. **Example**
 - 1. Height:243px;
- d. Width
 - i. Sets a specific container width
 - ii. Recommend that this is left at 100%
- e. Font
 - i. Sets a specific font size and style
 - ii. **Example**
 - 1. Font: 10pt Georgia;
- f. Hyperlink Style
 - i. Sets the appearance of hyperlinks
 - ii. Apply color and style to specific container area by referencing the container area
 - iii. **Example**
 - 1. #divTopMode2 a:link, #divTopMode2 a:active, #divTopMode2 a:visited

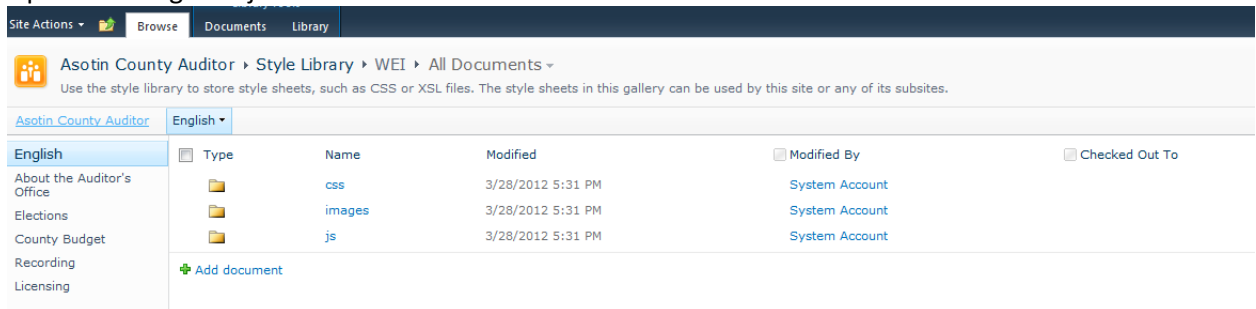

```
{
                  color: #ffffff
              }
```

2.2 Other Branding Resources

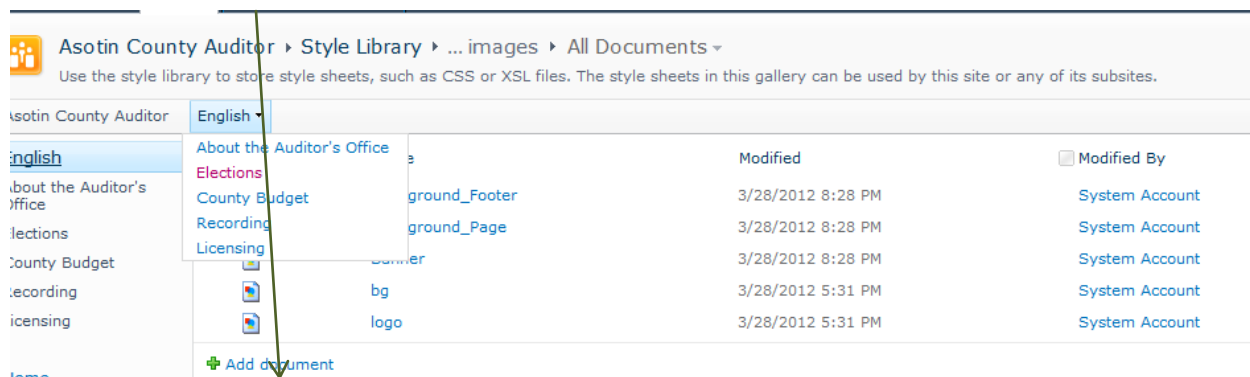
In addition to the CSS files, images and javascript (js) that will be applied at the master page level can be added as branding resources. Note that it is expected that images will be the most commonly added file.

To add a new branding resource:

1. Open the images or js folder.



2. Select Add Document.



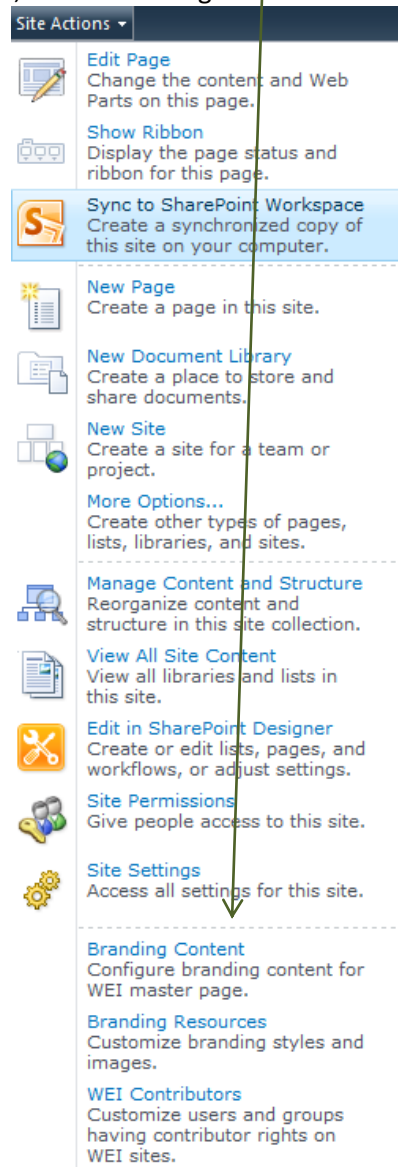
3. Upload the desired image. In order to apply to the master page branding content (discussed below), make note of the specific file name.

2.3 Branding Content

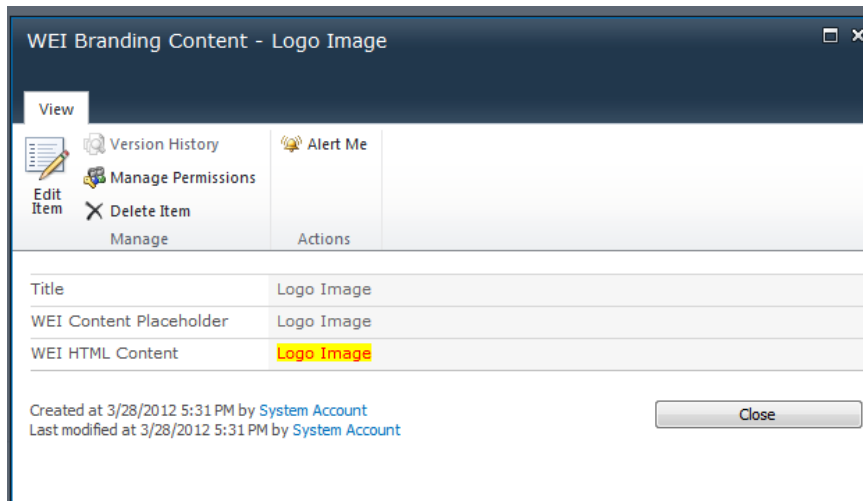
Branding content provides the ability to further customize master page container areas by adding images, content, or custom HTML.

2.3.1 Accessing Branding Content

1. From the Site Actions menu, select Branding Content.



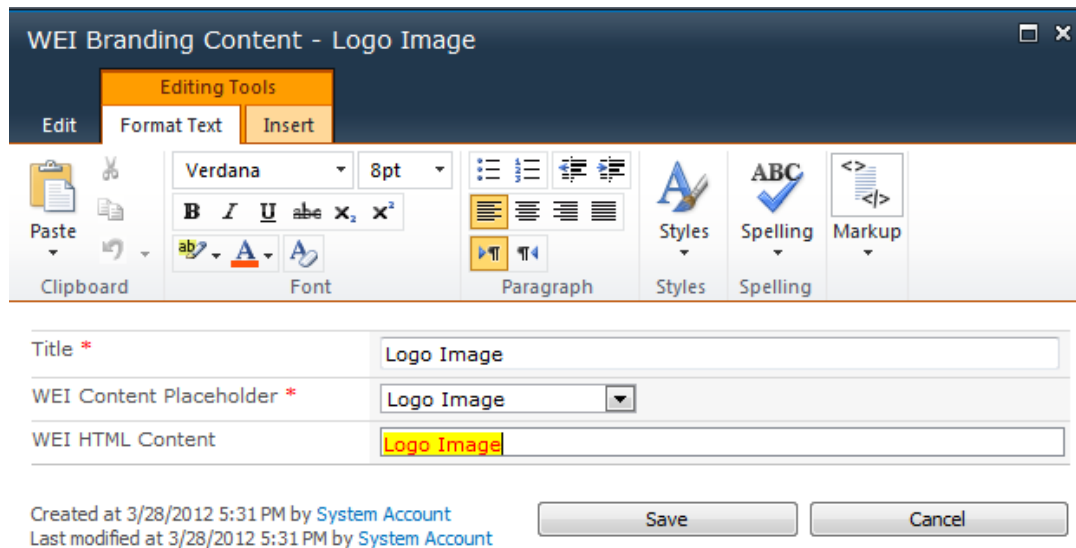
2. Select the branding content list item that corresponds with the appropriate master page container.
3. Select Edit Item. Note that the yellow highlighted WEI HTML Content (represented below) is the default for the master page. This will be present to identify the container area and will display on the master page for all containers that are turned on until it is specifically removed.



2.3.2 Common Branding Content Edits

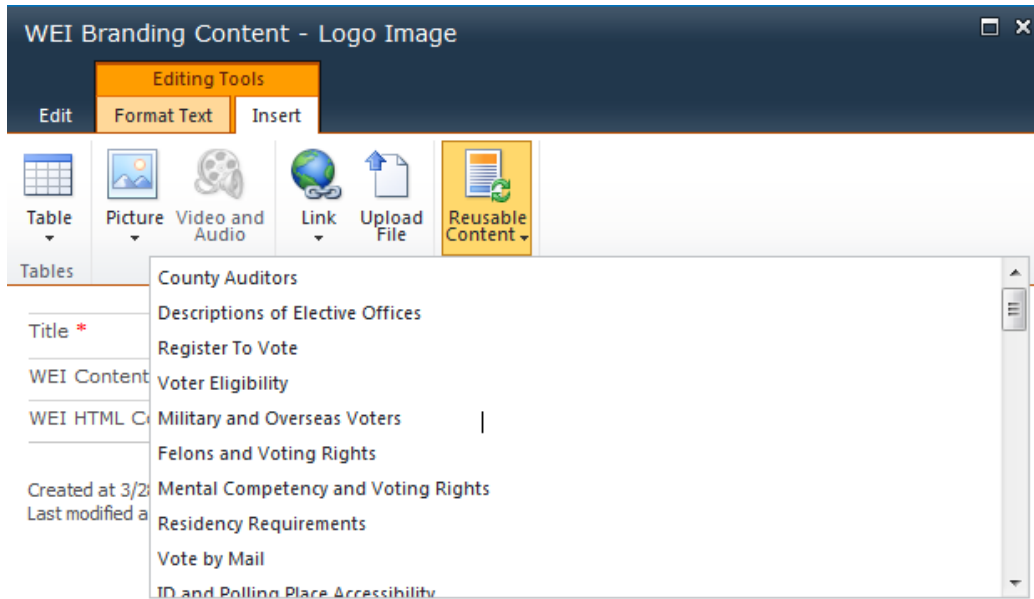
The following common edits can be made to each branding content item. Note that it is not recommended that the WEI Content Placeholder be modified from the default value. This associates the branding item to its corresponding master page container.

1. Directly Editing WEI HTML Content using the Editing Tools.
 - a. Place cursor in the WEI HTML Content field and select Editing Tools.

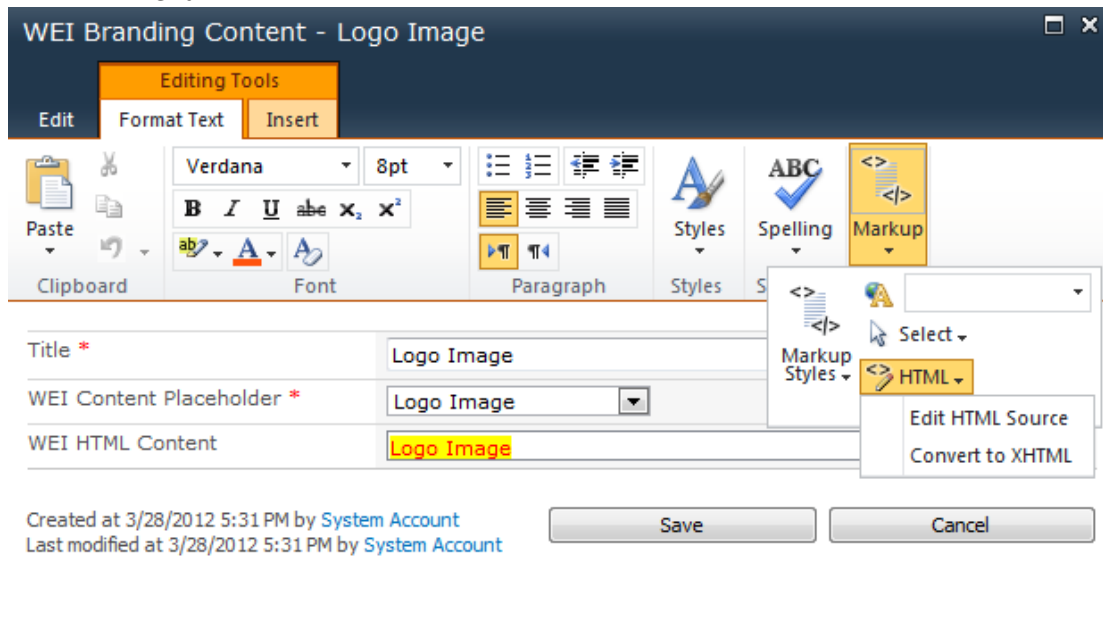


- b. Enter and format content as desired.

2. Add Reusable Content
 - a. From the Editing Tools, select Insert.
 - b. Open the Reusable Content drop down menu and select the appropriate content item.



3. Add HTML Markup (for external links, additional formatting, etc.)
 - a. From Editing Tools>Format Text, select Edit HTML Source from the Markup drop down menu.



4. Associate Uploaded Image to Container Area
 - a. Navigate to Edit HTML Source.
 - b. Use the following example tag to refer to the image uploaded to the images folder under Branding Resources.
 - i. **image alt** can be set to the desired Alt Text label
 - ii. The **county folder** must correspond to the appropriate county site
 - iii. The **file name** must correspond to the file as it is named and stored under the Branding Resources.images folder

```

```

5. Add Alt Text to Image
 - a. Navigate to Edit HTML Source
 - b. Use the following example tag:

```
<img  
  id="testimage"  
  alt="Alternate Text displayed on a browser when image is not found"  
  title="This is mouse hover text on browser. Screen readers can also read this  
  when alt tag is missing on an image."  
  src=http://test.com/testimage.jpg  
>
```

- c. Note that to add an Alt Text to page content, the HTML source may be tagged for the specific page content.

2 Additional Branding Considerations

2.1 Visual Design References

Visual design is a highly specialized and largely subjective area. Therefore, providing a single set of guidelines and recommendations limits creativity and may not address all visual design aesthetics or requirements.

The following reference sites are a good starting point for becoming familiar with visual design for the web and with beginning color theory:

<http://www.colorcombos.com/>

<http://vector.tutsplus.com/articles/theory/open-the-door-into-the-science-of-color-theory/>

<http://psd.tutsplus.com/articles/web/50-totally-free-lessons-in-graphic-design-theory/>

2.2 Accessibility

On January 18, 2001, a Memorandum for All Federal Agency Chief Information Officers was transmitted to initiate a survey to be used to prepare that year's status report. The following information is related to this Memorandum and has been excerpted from <http://www.ada.gov/websites2.htm>. Relevant information is referenced below.

2.2.1 Web Page Accessibility Checklist

Questions from the 2001 Federal Self-Evaluation Survey

Question 1: For all images, is alternative text provided?

Question 2: For all applets, are alternative text and content provided?

Question 3: For all image map links, is alternative text provided?

Question 4: If server-side image maps were used, are text links provided for each hotspot in the image map?

Question 5: For all graphical buttons, is alternative text provided?

Question 8: Are long descriptions provided of all graphics that convey important information? To do so: use "longdesc."

Question 9: For stand-alone audio files, are textual transcripts of all words spoken or sung as well as all significant sounds provided?

Question 10: For audio associated with video, are captions -- textual transcripts of dialog and sounds-- synchronized with the video?

Question 11: Where sounds are played automatically, are visual notification and transcripts provided?

Question 12: For short animations such as animated "gifs" images, are alternative text and a long description provided, if needed?

Question 13: For movies, are auditory descriptions provided and synchronized with the original audio?

Question 14: If color is used to convey information, is the information also clear from the markup and/or text?

Question 15: Are foreground and background color combinations used that provide sufficient contrast when viewed by someone with color blindness or when viewed on a black and white screen?

Question 16: For auto-refreshing or timed response pages, is a second copy of the page provided where refresh only happens after a link has been selected (until user agents provide this ability themselves)?

Question 17: Is the Web page free from any blinking or updating of the screen that causes flicker?

Question 18: Is a fallback page provided for pages that contain frames?

Question 19: For scripts that present critical information or functions, is an alternative, equivalent presentation or mechanism provided?

Question 20: For pages that use style sheets, are the contents of each page ordered and structured so that they read appropriately without the style sheet?

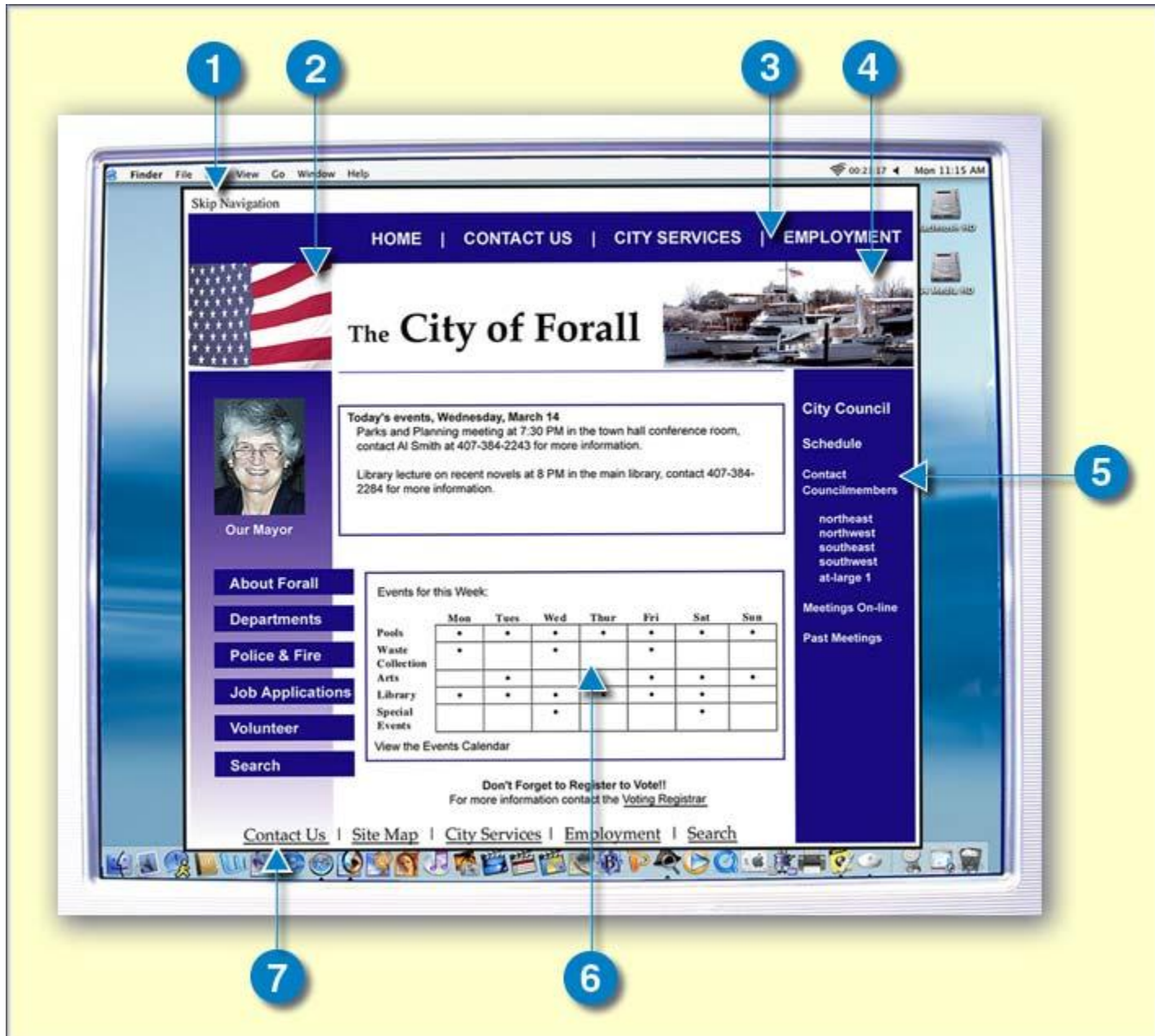
Question 21: If frames are used, are titles provided so that users can keep track of frames by name?

Question 22: Do you provide a "text only" alternative page to the original page?

Question 23: If you provide a "text only" alternative page, does it contain substantially the same information as the original page?

Question 24: If you provide a "text only" alternative page, is it updated as often as the original page?

2.2.2 Examples of Accessible Features for Websites



1. When navigation links are used, people who use a screen reader must listen to all the links before proceeding. A skip navigation link provides a way to bypass the row of navigation links by jumping to the start of the web page content.
2. All images and graphics need to have an alt tag or long description.
3. Use alt tags for image maps and for graphics associated with the image map so that a person using a screen reader will have access to the links and information.

4. Some photos and images contain content that cannot be described with the limited text of an alt tag. Using a long description tag provides a way to have as much text as necessary to explain the image so it is accessible to a person using a screen reader but not visible on the web page.
5. Text links do not require any additional information or description if the text clearly indicates what the link is supposed to do. Links such as “click here” may confuse a user.
6. When tables with header and row identifiers are used to display information or data, the header and row information should be associated with each data cell by using HTML so a person using a screen reader can understand the information.
7. A link with contact information provides a way for users to request accessible services or to make suggestions.